

Capital University of Science & Technology, Islamabad

11th Applied Business Research

Conference 2024

(Thursday May 30, 2024)

Conference Program



Organized by:

Faculty of Management and Social Sciences

Capital University of Science & Technology, Islamabad

Conference Program

Registration Desk 08:30 am	
Opening Ceremony at 09:30 am	
Host	Ms. Rabia Habbib
Recitation of Holy Quran	Mr. Muhammad Ahsan Awan
Welcome Address by Conference Chair	Dr. Imran Riaz Malik
Key Note speaker 1	Azhar Ul Islam Zafar - Vice President - Islamabad Chamber of Commerce & Industries
Key Note speaker 2	Dr. Sadia Nadeem, Professor, Dean, Head, and Director MARC, Fast school of Management, Islamabad.
<i>Tea Break 10:30 am to 11:00 am</i>	
Technical Sessions 1 (11:15 am – 1:15 pm)	
Lunch and Prayer Break (1:15 am – 2:10 pm)	
Technical Sessions 2 (02:15 pm to 4:15 pm)	
Technical Sessions 3 (04:20 pm to 6:20 pm)	
Closing Ceremony at 6:30 pm to 7:30 pm	
Activity	Invited Talk
Host	Dr. Maria Mashkooor
Recitation	Mr. Muhammad Ahsan Awan
Conference Co-Chair	Dr. S. M. M. Raza Naqvi
Key Note speaker 1	Dr. Abdul Rashid Director General/Head/Chairman Research, International Institute of Islamic Economics (IIIE), IIU ,Islamabad, Pakistan
Key Note speaker 2	Dr. Ayub Siddiqui, Associate Dean, Iqra University, Islamabad
Announcement of Best Paper	Dr. Imran Riaz Malik
Vote of thanks	Dr. Muhammad Mansoor Ahmed (Vice Chancellor)
<i>Closing Tea Break 7:30 pm</i>	

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Session No.1

(Time: 11:15 am -1:15pm)

Session 1		Finance & Accounting
Date: 30.05.2024	Time: 11:15 am -1:15pm	Channel 1 (Auditorium A-2)
Session Chair: Dr. Aijaz M Hashmi Co Chair 1 : Dr. Hassan Raza Co Chair 2: Dr. Sohail Rizwan Co Chair 3: Dr. Naveed		Room Conveners: Ms. Sadaf Adalat
Ref #	Author (s)	Title
FIN-02	Sheher Bano	The role of financial knowledge as a mediator of the influence of Financial Literacy on investment decisions and the Financial Behavior is used as a Moderator: In the banking sector of Pakistan
FIN-03	Aiman Shahzad	Impact of Financial Literacy on Investment Decisions with the Mediating role of Risk Perception: Testing interacting effect of Openness to Experience
FIN-04	Dr. Muhammad Usman Mr. Muhammad Wasim Dr. Shoaib Hassan	Navigating the Nexus: Green Technology Integration for Sustained Economic Growth and Environmental Preservation, A Comprehensive Analysis
FIN-05	Munawar Hussain Shahid Mahmood Aemen Saeed Kokab Ashraf	Impact of Financial Stress and Financial Technology on Financial Well Being: Mediating Role of Financial Literacy
FIN-06	Bushra Zulfiqar Munawar Hussian Malika Zahid	Impact of Financial Technology on the Performance of the Microfinance Banks: An Evidence from South Asian Developing Markets
FIN-07	Rida Hussain Zafar Iqbal Munawar Hussain	Impact of Financial Inclusion on Economic, Environmental and Social Sustainability of Asian Emerging Markets
FIN-08	Dr Sayed Ibtasam Shafqat	How do Emotional biases induce Investment Management Activities and Trading Frequency in an emerging stock market: A comparative study of individual and Institutional investors in an Asian emerging economy
FIN-09	Abdullah Zafar Ayman Saba Shahid Mahmood Sammra Hassan Mehwish Ittefaq	The Impact of Financial Inclusion on Banks Performance; An Evidence From South Asian Markets
FIN-10	Muhammad Fazeel Ayaz Zafar Iqbal Munawar Hussain Shahid Mahmood	Sectoral Analysis for the Firm Specific and Macroeconomic Determinants of Working Capital
FIN-12	Muhammad Javed Iqbal Zulqarnain Haider	Mediating Role of Behavioral Biases on the Impact of Financial Literacy on Investment Decisions

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Session No.1

(Time: 11:15 am -1:15pm)

Session 1		Psychology	
Date: 30.05.2024		Time: 11:15 am -1:15pm	Channel 1 (Auditorium A-1)
Session Chair: Dr. Sumara Masood ul Hassan Co Chair 1 : Dr. Rayna Sadia		Room Conveners: Ms. Asma Munawar	
Ref #	Author (s)	Title	
PSY-011202401	Ghummaz Naveed, Uzma Rani	Relationship among Workplace Bullying, Affective Commitment, and Mental Well-being in College Teachers	
PSY-011202402	Warda Javed, Aysha Aneeq	Relationship between Atelophobia, Depression and Self Esteem Among Young Adults	
PSY- 11202405	Fareeha Shah Iqra Kiran	Perceived Helicopter Parenting, Self-Concept, and Psychological Well-Being among Adolescents	
PSY- 11202406	Faiza Ilyas Sumia Kalsoom	Role of Parental Attachment in Social Intelligence and Conformity among Young Adult	
PSY- 11202407	Syeda Ghanyan Shahzadi Iqra Kiran	Personality, Road Rage, and Emotion Regulation among Drivers	
PSY- 11202408	Fatima Ali Sumia Kalsoom	Homesickness, Social Adjustment and Academic Performance among New-Term and Old-Term Hostelites	
PSY- 11202409	Maryam Sumia Kalsoom	Relationship between Perceived Helicopter Parenting, Self-Efficacy and Autonomy among Young Adults	
PSY- 11202410	Mubeen Bibi Sumia Kalsoom	General Attitude of Youth towards Artificial Intelligence, Social Adaptability, and Interpersonal Relationships	
PSY- 11202411	Mahnoor Sumia Kalsoom	Relationship between Social Media Engagement, Conspiracy Mentality and Family Dynamics among Young Adults	

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Session No.1

(Time: 11:15 am -1:15pm)

Session 1		Management and HRM, Organizational Behavior,	
Date: 30.05.2024	Time: 11:15 am -1:15 pm	Channel 1 (Workshop room)	
Session Chair: Prof. Dr. M. Sarmad		Room Conveners: Dr. Shazia Faiza, Ms. Javeria Khalid	
Co Chair 1: Dr. Sajeela Rabbani			
Co Chair 2: Dr. Jamila Khurshid			
Co Chair 3: Dr. Sadia Shaheen			
Ref #	Author (s)	Title	
MGT-01	Samreen Lodhi Uzma Rasool Khan Kiran Fatima	Factors Of Job Stress on Employee Performance: A Study on the Service Sector of Pakistan	
MGT-02	Ms. Khadija Iqbal Ms. Javeria Khalid Mr. Abdullah Tufail	Unraveling the Nexus of creative burnout, Motivation, and Productivity: A Comprehensive Investigation	
MGT-06	Ghulam Mustafa Dr. Shazia Faiz	Enhancing Project Effectiveness: The Impact of Leader-Member Exchange and Employee Involvement on Innovation Capacity and Creative Work Performance	
MGT-08	Sarfraz Ahmad Khan	Impact of despotic leadership on workplace incivility mediated and moderated by negative affectivity and neuroticism	
MGT-03	Jahanzaib Jamil Marya Zaidi Dr. Jamila Khurshid Umer Zulfiqar	Implementation of Waste Assessment Matrix for Productivity Improvement in an Automotive Industry	
MGT-12	Muhammad Younas Khan Dr. Shazia Faiz	Exploring the Gritty Path: Unveiling the Impact of Leader's Grit on Creative Performance and Learning Agility in Hotel Industry of Pakistan with the Mediating Role of Learning Agility	

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Session No.2

(Time: 2:15 pm -4:15pm)

Session 2		Finance & Accounting	
Date: 30.05.2024		Time: 02:15 pm -4:15pm	Channel 1 (Auditorium A-2)
Session Chair: Dr. Sumayya Chughtai		Room Conveners: Dr Zeeshan Ahmed	
Co Chair 1 : Dr. Muhammad Aksar			
Co Chair 2: Dr. Shoaib Hassan			
Ref #	Author (s)	Title	
FIN-13	Dr. Bushra Zulfiqar Faiza Azhar Madiha Tabassum Marzia Khatoon Soha Hanif	Impact of Behavioral and Psychological Biases on Institutional Investors Perceived Efficiency with Moderating Role of Financial Literacy and Mediating Role of Artificial Intelligence	
FIN-14	Bushra Zulfiqar Mahnoor Hanif Saima Asad	Impact of CSR Disclosure on Financial Performance: Does Board Diversity and Audit Quality Matters?	
FIN-21	Mustasim Ali Anum Shafique	The Impact of Climate finance on Stock price Volatility	
FIN-23	Ayesha Aziz Muhammad Saadullah Anum Shafique	The impact of e-banking on service quality and customer retention: the moderating effect of customer involvement	
FIN-24	Nayab Zareen Khan	Behavioral Biases and Investment Decisions: The Role of Risk Perception	

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Session No.2 (Time: 2:15 pm -4:15pm)

Session 2		Psychology	
Date: 30.05.2024		Time: 02:15 pm -4:15pm	Channel 1 (Auditorium A-1)
Session Chair: Dr. Muhammad Aqeel Co Chair 1 : Dr. Ulfat un Nisa		Room Conveners: Ms. Sadaf Zab	
Ref #	Author (s)	Title	
PSY- 112024 13	Mouj-e-Sehar Mehreen Aftab	Relationship between Attachment Styles, Hoarding Behavior and Emotional Regulation among Young Adults	
PSY- 11202414	Naim Zahra Sumia Kalsoom	Role of Self-Defeating Beliefs in Social Intelligence and Prosocial Behavior among Young Adults	
PSY- 11202415	Mahnour Sumia Kalsoom	Emotional Intelligence, Superstition Beliefs and Decision Making among Young Adults	
PSY- 11202411202419	Noor ul Sabahat Uzma Mushtaq	The relationship between depression, anxiety, stress, and coping strategies among psychology undergraduates	
PSY- 11202420	Sheeza Zafar Iqra Kiran	Social Intelligence, Peer Pressure, and Gullibility among Young Adults	
PSY- 11202423	Mahnour Nadeem Iqra Kiran	Perceived Social Support, Fear of Missing Out (FOMO) and Psychological Wellbeing among Young Adults	
PSY- 11202424	Humaira Murtaza Sarah Mufti, Ali Akbar Nimra Suleman, Rabia Aiman, Ishma Javed	Optimizing Workforce Effectiveness: The Intersection of Psychological Well-being and Job Performance	
PSY- 11202425	Ulfat Nisa Aqeel Ahmed Dr. Ishrat Yousaf	An Investigation into the Impact of Social Media Addition on Cognitive Failures among Young Adults: A Cross Sectional Study	

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Session No.2

(Time: 2:15 pm -4:15pm)

Session 2	Doctorial Consortium	
Date: 30.05.2024	Time: 02:15 pm -6:00 pm	Channel 1 (Workshop Room)
Domain Experts:		
Research Methods	Prof. Dr. Intan Hashima Binti Mohd Hashim	
Finance :	Dr. Syed Zulfiqar Ali Shah	
Human Resource Management :	Dr. Khurram Shahzad & Dr. Omar Bhatti	
Marketing :	Dr. Farooq Ahmed	

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Session No.2

(Time: 2:15 pm -4:15pm)

Ref #	Author (s)	Title
MGT0-14	Laraib Sadiq Javeria Khalid	Revealing Moderating and Mediating Mechanisms Between Abusive Supervision and Turnover Intentions
MGT-16	Syed Amair Hassan Naqvi	Investigating moderating role of paternalistic leadership between high performance work practices and organization citizenship behavior
MGT-18	Abdul Rehman Shakoor Javeria Khalid	Impact of Remote Work, Work-life Balance on Affective Commitment with Mediating Role of Work Engagement and Moderating Role of Perceived Organizational Support
MGT-20	Arslan Arshad Dr. Shazia Faiz Soban Ali	Paradoxical Leadership and the Knowledge Sharing Nexus: A Framework for fostering Innovative Work Behavior

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Session No.3

(Time: 4:20 pm -6:20 pm)

Session 3		Psychology	
Date: 30.05.2024		Time: 04:20 pm -6:20pm	Channel 1 (Auditorium A-1)
Session Chair: Dr. ShaziaYusuf Co Chair 1 : Dr. Uzma Rani		Room Conveners: Ms. Iqra Karin	
Ref #	Author (s)	Title	
PSY-11202426	Sanodia Iftikhar Iqra Kiran	Social Adjustment, Perceived Stress and Dietary Habits among Hostilities and Day Scholars: A Comparative Study	
PSY-11202427	Zoha Rizwan Iqra Kiran	Romantic Relationship Breakup, Rumination and Life Satisfaction among Young Adults	
PSY-11202429	Amna Batool Sumia Kalsoom	Media Representation, Gender Stereotypes and Career Choices among Young Adults	
PSY-11202430	Taqdees Fatima Dr. Sabahat Haqqani	Development of Adolescents Drug Abuse Awareness Scale	
PSY-11202431	Huzaifa Khatoon Iqra Kiran	Personality, Attitude towards Artificial Intelligence, Mental Health among Young Adults	
PSY-11202432	Rabbia Khalid Anam Mehmood	An interpretative phenomenological analysis of military culture impact on the psychological wellbeing of army cadets and their lived experiences of homesickness	
PSY-11202433	Irsa Imtiaz Irum Noureen	A Comparison of Proactive Personality, Life Satisfaction and Neuroticism Among Rural and Urban College Students	
PSY-11202434	Imaan Abdullah Aysha Aneeq	Influence of Peer Pressure on Risky Behaviours and Psychological Well-Being of Young Adults	
PSY-11202435	Noor ul Ain Mishal Fatima	Emotional Development among Orphans and Non-orphans Elementary Children: A comparative Study	
PSY-11202436	Maryam Tariq Sadaf Zeb	Relationship between Fear of Missing Out, Conformity and Creativity among University Students	
PSY-11202437	Sarah Mufti Uzma Rani Misbah Arshad Asfand Khalid Tehreem Jawad	Investigating occupational health and safety awareness among workers of Industrial Sector of Gujrat	

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Session No.3

(Time: 4:20 pm -6:20 pm)

Session 3		Marketing , Entrepreneurship ,Consumer Behavior, Project Management and Technology Management	
Date:30.05.2024		Time:04:20pm -6:20pm	Channel 1 (Auditorium A-2)
Session Chair: Dr. Farooq Ahmed		Room Conveners: Dr. Ahsan M. Ahmed	
Co Chair1 : Dr. Haris Bin Khalid			
Co Chair2: Dr. M. Mubushar			
Co Chair1 : Dr. Muhammad Shafiq			
Co Chair2: Dr. Ahmedullah Shah			
Ref #	Author (s)	Title	
MKT-11202401	Sobia Jamil Madiha Raees	Influencer Power: An Analysis of Social Networking Promoters and Their Effect on Buyer Choices	
MKT-11202403	Asia Bibi Lakhi Muhammad Muhammad Asad Aymen Sajjad Gul Panra Amna Malik	Revisiting the Relationship Between Greenwashing Perception and Consumer Purchase Intentions: Assessing the Mediating Role of Word of Mouth and the Moderating Role of Environmental <i>Knowledge</i>	
CB-11202401	Huda Lodhi, Bisma Kazmi and Anam Qamar	Determinant of Individual's Decision to Adopt Islamic Banking: A Case Study from Pakistan	
CB-11202402	Noor-ul-Ain Anwar	Influence of Social Media Marketing on Consumer's Purchase Intention: With the Mediating role of Brand Awareness.	
ENT-11202402	Rameez Zameer Kashaf Nasir Ubaid Ali	Exploring the import barriers confronted by importers in Pakistan; An exploratory sequential design	
Session Chair: Dr. M. Shafiq		Room Conveners: (Dr. Shakeel Iqbal)	
Co Chair 1 : Dr. Amir Ishaque			
Ref #	Author (s)	Title	
MPM-01	Aqsa Rasheed	Impact of Green Transformational Leadership on Team Green Project performance with the Mediating role of Team Green Creativity and Moderating Role of Team Green Innovative climate	
MPM-02	Asad Baig	Impact of Servant Leadership on Project Success with the Mediating Role of Knowledge Creation and the Moderating Role of Organization Learning Culture	
MPM-03	Syed Farjad Hassan Rizvi Aliza Zeeshan Khan	Influence of Gritty leadership on Team Performance in Project Management and Execution within Engineering & Construction sectors: Employee's Resilience and Innovative Skills Mediating Factors	
MPM-04	Ayesha Sajid, Sundas Azeem	Impact of Absorptive capacity on Project success through the mediating role of Technological Innovation Capabilities: Strategic Agility as a moderator	

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Closing Ceremony

(Time: 6:30 pm to 7:30 pm)

Closing Ceremony		
Date: 30.05.2024	Time: 6:30 PM – 7:30 PM	Venue: (Auditorium A-2)

Ref #	Activity	Invited Talk
1	Host	Dr. Maria Mashkooor
2	Recitation	Mr. Muhammad Ahsan Awan
3	Conference Chair Speech	Dr. Imran Riaz Malik
4	Key Note speaker 1	Dr. Abdul Rashid Director General/Head/Chairman Research, International Institute of Islamic Economics (IIIE), IIU ,Islamabad, Pakistan
5	Key Note speaker 2	Dr. Ayub Siddiqui, Associate Dean, Iqra University, Islamabad
6	Announcement of Best Paper	Dr. Imran Riaz Malik
7	Vote of thanks	Dr. Muhammad Mansoor Ahmed (Vice Chancellor)